

FIG. 1

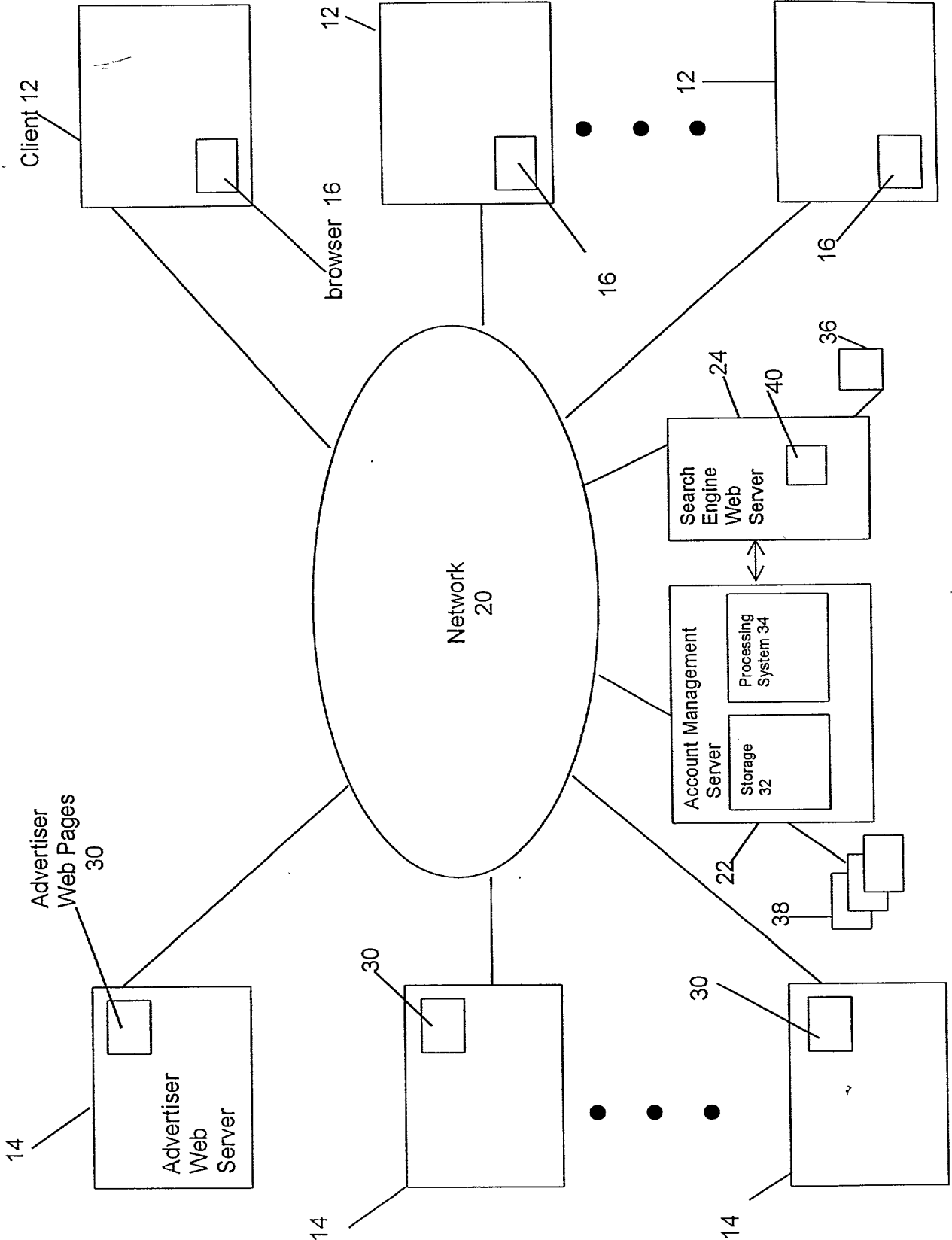


FIG. 2

Get Context-Specific Help  
190

110

Secure  
Login  
Screen  
Request  
User Name & Password

130

Customer  
Service  
User Specifies  
- Service Type  
- Comment

140

View Advertiser  
Policies  
Display  
Advertiser  
Policies

120

Advertiser  
Main Page  
- Add Money to Account  
- View Reports  
- Account Management  
- Account Administration  
- Customer Service  
- Advertiser Policies

Add Money to  
Account  
- Request  
amount,  
payment type,  
instrument info  
- Display current  
balance

160

180

View  
Report  
- User selects  
report parameters,  
view options  
- Print/Download

150

Account  
Administration  
- View Account Administrative  
Information  
- Change Account Administrative  
Information  
- Set Notification Options  
- View Transaction History  
- Update User Access Profile

170

Account Management  
- Add Bidded Search Term  
- Get Suggestions on Bidded Search  
Term  
- Delete Bidded Search Term  
- Change Bids  
- Change Rank Position  
- Modify Listing Component  
- Change Matching Options  
of Bidded Search Term  
- Project Expenses  
- Allocate Money between Sub Accounts  
- View Sub Account Information  
- View Current Top Bids/Search Term  
List

Back End  
Systems

Internet

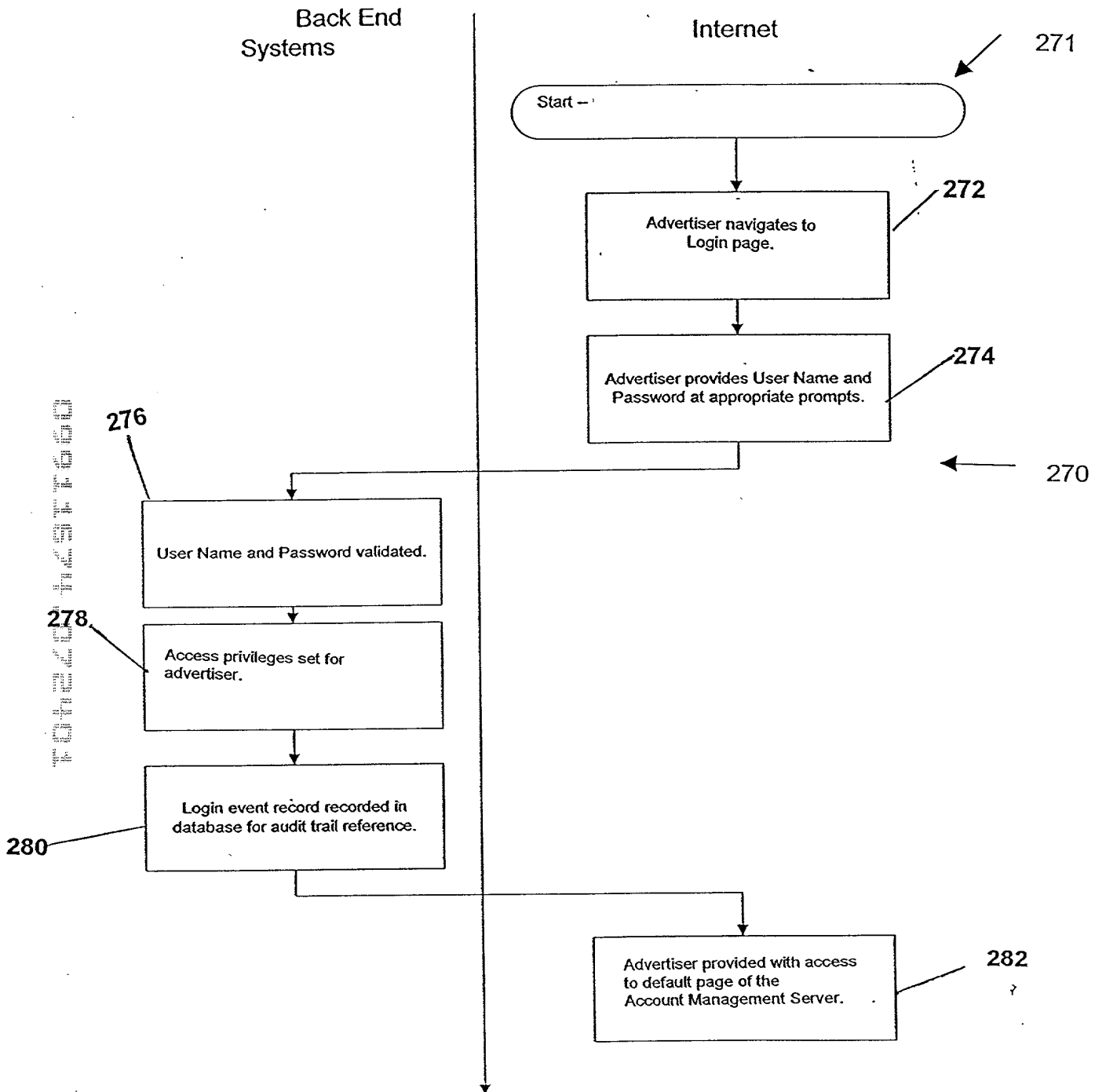


FIG. 3

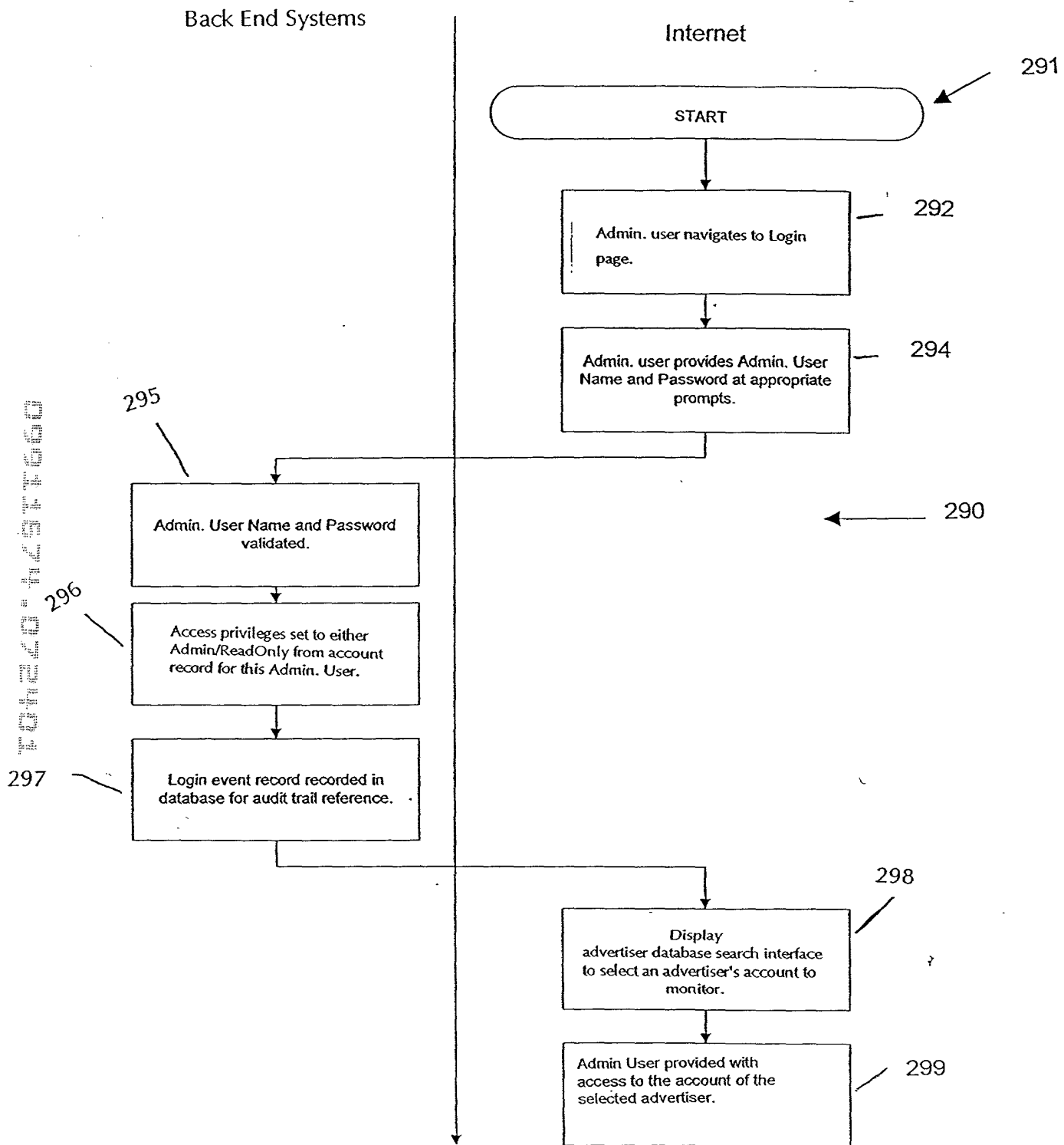


FIG. 4

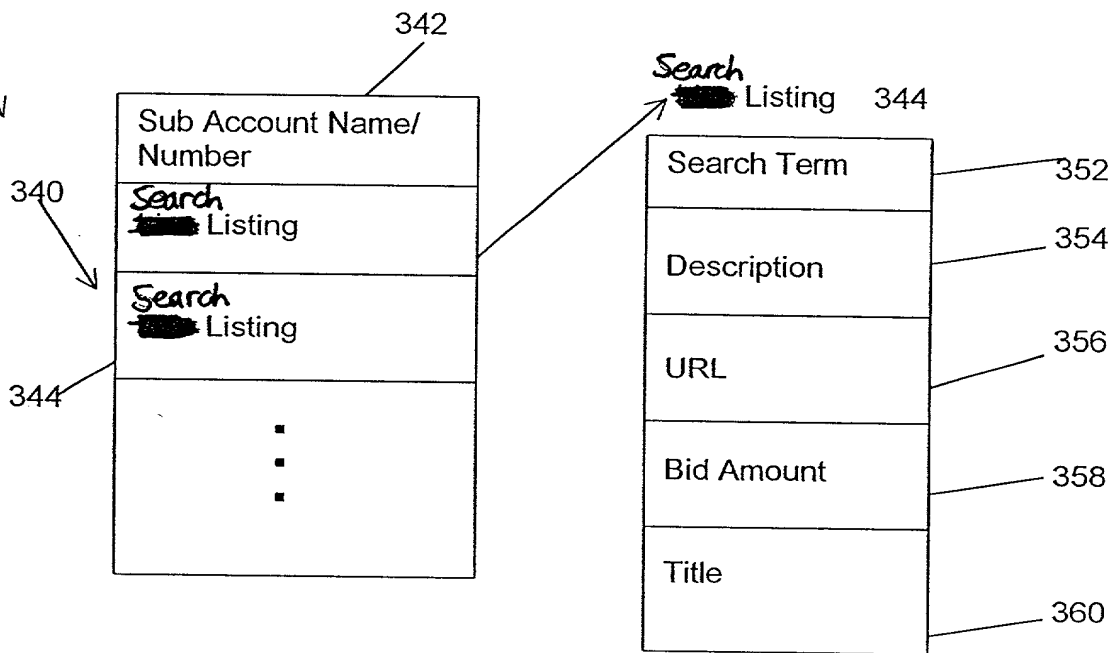
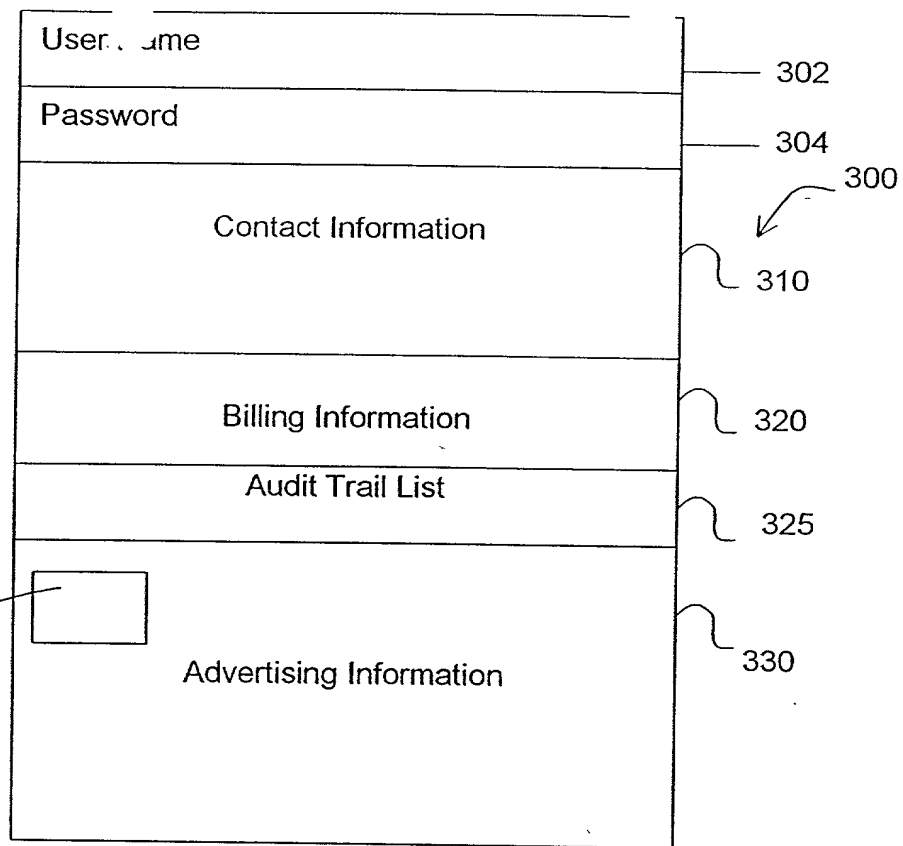


FIG. 5

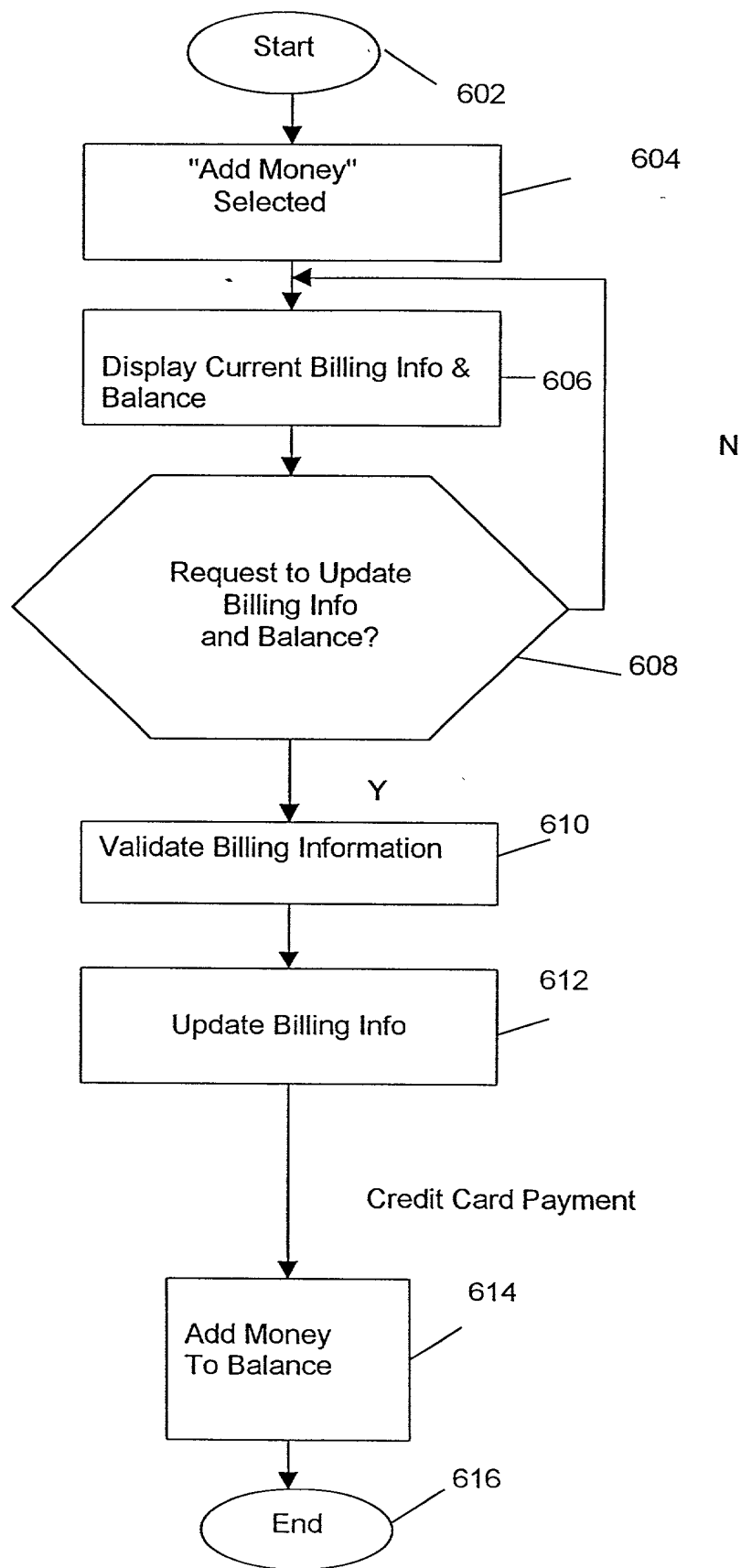


FIG. 6



**Dinner & a movie.** Find it on *at hand*

Select a category

What city?

AL

Find it!

zip drives



Type what you're looking for and click Find It!

Try GoTo Remote!

Add GoTo to Favorites

1. **We Buy And Sell Zip Drives**

Buy Sell or Trade used computers, memory, peripherals, hardware and software. We offer the best brand names, competitive prices, large inventory, and reliability. We can ship anywhere.  
<http://www.micro-tradingpost.com/> (Cost to advertiser: \$0.08)

2. **MacinFind.com - Click Here!**

Online guide to apple computer retailers. Find iMacs, power macintosh G3s, powerbooks, mac software and much more!  
<http://www.macinfind.com/> (Cost to advertiser: \$0.07)

3. **Custom Computer Systems, Inc (CCS)**

CCS, a wholesale distributor of computer systems, parts & accessories. Online shopping and same day shipping! 800.379.1227  
<http://www.wvccsi.com/> (Cost to advertiser: \$0.06)

4. **Best Price on Zip Drives**

ATMAN-USA.COM Computer on-line shopping. Huge selection, competitive price, reliable service. Major credit cards are welcome.  
<http://www.atman-usa.com/> (Cost to advertiser: \$0.02)

5. **Computer Beat...One-Stop Web Directory**

A One-Stop Web Directory featuring top computer, PC, Mac web sites on the Internet. Spotlights Computer News, Help Desks, HTML, Internet and Computer Shopping!  
<http://www.search-beat.com/> (Cost to advertiser: \$0.01)

6. **Macnet Online Computer Store**

Computer retailer of hardware software peripherals consumable and accessories for PC/Macintosh users. See Powermac, Imac, DVD, digital camera, monitors, printers, scanners, networking, PDA, notebook, and more.  
<http://www.applemacnet.com/> (Cost to advertiser: \$0.01)

7. **hard drives for sale, western digital, maxtor, seagate, samsung, ibm, iomega zip drives, ide, scsi, PSA Inc reseller**

Offering computer systems, memory, cpu sales, motherboards, computer upgrades at volume and dealer pricing. A distributor, reseller, broker for all pc needs from corporations to individual personal computer users. PSA Inc. - computer sales and upgra  
<http://www.psai.com/>

8. **Tape Drives, Zip Drives, Floppy Drives**

Wholesale distributor in Cleveland Ohio of computer hardware, computer systems, computer components, peripherals, cases, keyboards, mice, tape backup and floppy drives. Free technical support.  
<http://www.bitsandbytesinc.com/>

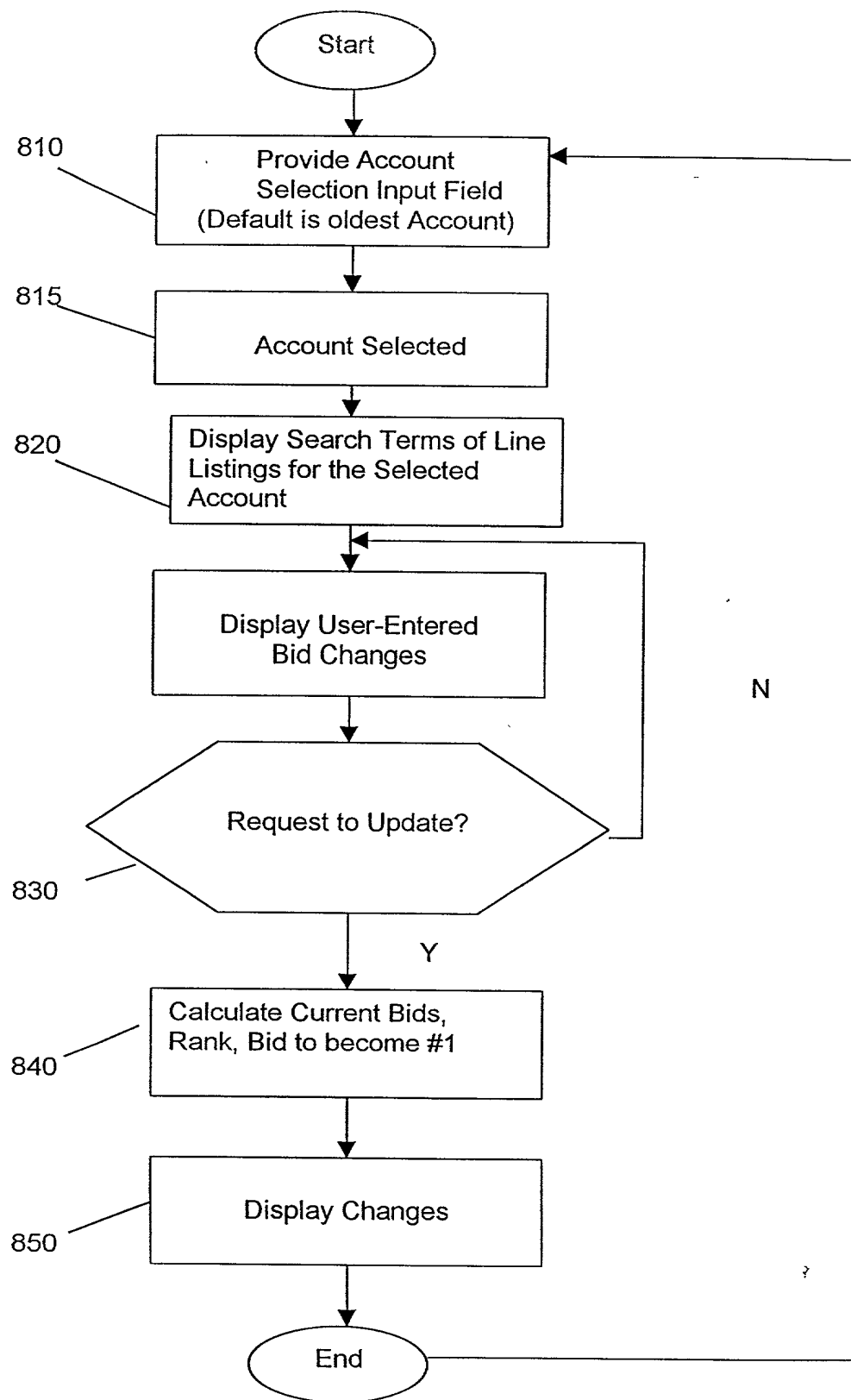


FIG. 8



900

910

920

Campaign #1 ▾

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902 904 906 907

Search Term	Current Bid	Current Rank	Bid to become #1	New Bid
car	0.01	10	1.00	0.01
auto	0.10	5	2.00	0.12
automobile	0.13	2	1.50	0.15

908

912

Update Bids

FIG. 9